

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPAGNIES, INC.

Ad No. 4171—SNOW SLOPE—JB—Rev. No. 60207—Page—Bleed—(8½ x 11¾ inches)—6 c—National (Leverpool) Magazines, 1979 (A)
Printed in U.S.A.

Come to Marlboro Country.



Famous Marlboro Red and Marlboro Lights—
either way you get a lot to like.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

10 mg "tar," 0.8 mg nicotine—Kings; 17 mg "tar,"
1.1 mg nicotine av. per cigarette, FTC Report May '76

2061191803